

Virginia Litter and Recycling Educational Projects – 1996-2003 Available Information and Services

Introduction

In 1996 the Department of Environmental Quality began awarding annual competitive educational grants based upon the review and recommendations of the Litter Control and Recycling Fund Advisory Board. Under a legislative formula, 20% of the annual collections from the litter, soft drink and beer taxes was to be used to develop statewide and/or regional educational programs to promote litter awareness and/or recycling. Since 1996, over \$2 million has been awarded for such educational projects.

Project Information and Materials

The attached sheets summarize the specific projects funded, the services provided by the grantee, materials that may still available for use/review from the projects, and contact information. It was anticipated that each project would be on-going after the completion of the contracted work, and that materials or information would continue to be available to interested parties looking to replicate the original project. Please feel free to contact the indicated parties about the work completed under their grants, to ask about the materials indicated as available, and for other information about the goals and successes of their projects.

For ease of viewing, each project will have a grant year indicated, and where multiple grants were awarded, all the years for which funding was provided are included in the summary. Due to budget cuts, no competitive grants were awarded for grant years 2002-2003 or 2003-2004, and none are expected to be awarded for grant year 2004-2005. The litter awareness campaign was funded through February of 2004.

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Project 1996-1999	Mobile Recycling Educational Trailer
Services	Contractor (Browning-Ferris, Inc.) designed and had built a mobile display to educate students and citizens on why recycling was an important tool in waste reduction, what types of materials could be recycled, what new products could be made from recycled materials, and other recycling concepts. The contractor also presented information on the design of new Subtitle D type landfills and their operations.
Utilization	Trailer was taken to various environmental events such as Earth Day, conferences and meetings, fairs, festivals and to local schools. Visitors were able to enter the trailer, meet a representative who spoke briefly about how the display was set up, review the display materials and hands-on displays, pick up various local recycling informational brochures/flyers, and then ask questions. Display trailer was to be utilized for a 3-year period.
Status	Trailer is no longer being used.
Information or Material Available	None.
Contact	None.

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Project 1997-1999	“Ready, Aim, Recycle” Environmental Play
Services	The Central Virginia Waste Management Authority contracted with a Richmond-based theater group, Theater IV, to develop and present an environmental play to students and citizens of the Commonwealth.
Utilization	Theater IV featured 156 performances of the play at schools across the state. Included in the contract were 10 showcase presentations at the annual conference of the Virginia Recycling Association, at the Earth Day Celebration in Richmond, at the Southeast Public Service Authority, and in the following areas: Blacksburg, Charlottesville, Hampton, Spotsylvania County, Wise County, Roanoke and northern Virginia. CVWMA and Theater IV developed a classroom study guide for use by the schools. Theater IV continued to perform the play (47 scheduled shows) based upon additional funding through the Virginia Council for Litter Prevention and Recycling into 1999. In addition, a video was made of one of the performances for use after 1999, and copies were distributed to the litter/recycling coordinators by the Va Council.
Status	Play is no longer being performed.
Information or Material Available	Classroom study guide. Video. <i>(Both of these items were given to local litter/recycling coordinators. For your coordinator visit this web site: www.deq.state.va.us/recycle/rcontacts.html)</i>
Contact	CVWMA – Richmond John Mitchell or Kelley Bartell (804) 359-8413 www.cvwma.com

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Project 2002	Regional Household Hazardous Waste Promotion and Collection Event
Services	The Central Virginia Waste Management Authority in cooperation with Waste Management, NBC Channel 12, Val Pak Promotions and other outlets designed an educational outreach project to identify and capture household hazardous wastes in the Richmond metro service area.
Utilization	Val Pak mailings to over 300,000 homes, 520 free curbside collections of HHW, a HHW regional collection event that serviced over 400 vehicles and collected over 63,000 pounds of HHW. It is estimated that over 1,140,000 citizens received the message about the proper management of HHW.
Status	HHW program continues in the Richmond Metro area through the CVWMA.
Information or Material Available	On-line household hazardous waste brochure: http://www.cvwma.com/information/HHW%20brochure.htm
Contact	CVWMA – Richmond John Mitchell or Kelly Bartell (804) 359-8413 www.cvwma.com

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Project 1999	“The Wartville Wizard” Educational Outreach Project
Services	Spotsylvania County Litter Control Committee developed a litter awareness educational project for use in schools.
Utilization	Development of a play, video and slide presentation on a character called the Wartville Wizard. Story line – litter not disposed of properly attaches itself to the litterer. Three high school drama groups performed the play for over 14,000 students. 100 multi-material resource packages were produced and distributed to the schools, libraries and environmental volunteer groups. Materials distributed included a litter bag and other “premiums”.
Status	Complete.
Information or Material Available	Materials that may be available: premiums (litter bags, erasers, pencils, backpack tags, stickers, etc.), video, slide presentation and booklet.
Contact	Clara Mills Spotsylvania County Litter Control Committee (540) 786-8377 email: cmills@spotsylvania.va.us

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Project 1998-2002	Adopt-A-Stream Program
Services	The Department of Conservation and Recreation used grant funding to expand their outreach activities to promote and coordinate the Adopt-A-Stream Program events across the state.
Utilization	Implementation and promotion of the Adopt-A-Stream program statewide through the development and distribution of information and registration packets. Included is the publication "Adopt-A-Stream: Volunteer to Clean Up Virginia Waters". Each year those adopted streams and waterways are cleaned up by volunteers. The program has expanded over time to include Storm Drain Stenciling projects and a pilot White Goods Collection project. The program has developed a number of displays and information pieces for the general public and workshops. Since 1998 approximately 500 miles shoreline miles have been adopted and 322 documented clean up events have been held.
Status	On-going. The Adopt-A-Stream Program is sponsored by Virginia Department of Conservation and Recreation.
Information or Material Available	Program materials for adoptions. Visit DCR web site: www.dcr.state.va.us/sw/adopt.htm
Contact	DCR Fran Geissler (804) 796-9732 Email: fgeissler@dcr.state.va.us

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Project 1998, 2002	Clean the Bay Days Program	
Services	Clean the Bay Day, Inc. and the Chesapeake Bay Foundation organized volunteers and solicited sponsors for Clean the Bay Day events. The 2002 event was identified as the 14 th annual Clean the Bay Day.	
Utilization	First event results: 5,224 volunteers; 308,120 pounds of litter/debris removed from the waterways; 245 miles of shoreline cleaned up. Second event results: 5,575 volunteers; 186,408 pounds of litter/debris removed from the waterways; 308 miles of shoreline cleaned up.	
Status	Clean the Bay Days is now an on-going program by the Chesapeake Bay Foundation.	
Information or Material Available	Event Guide. Volunteer information and sign up sheets. Sponsor sign up sheets. Zone Captain's Guide. Web page: www.cbf.org (calendar events).	
Contact	Chesapeake Bay Foundation Richmond, Virginia (804) 780-1392	Sharon Smith - or - (757) 622-1964 ssmith@savethebay.cbf.org

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Project 1996-2002	Clean Virginia Waterways Program																																																												
Services	<p>Clean Virginia Waterways program, affiliated with the Department of Natural Sciences at Longwood University in Farmville, Virginia, promotes, organizes, coordinates and documents the International Coastal Cleanup in Virginia. These annual clean up events are held in the Fall, and involve thousands of volunteers cleaning up the rivers and beaches of litter and debris. Volunteers also collect data about the items they find. Data, including the “Top Ten” litter items, is available from Clean Virginia Waterways.</p>																																																												
Utilization	<p>In 2002, the Clean Virginia Waterways program tracked the work of 1301 volunteers resulting in the removal of 49,438 pounds of litter/debris from 125 miles of Virginia waterways.</p> <p><u>Historical data</u></p> <table border="1" data-bbox="479 861 1096 1411"> <thead> <tr> <th><u>Year</u></th> <th><u># Vols</u></th> <th><u># Miles</u></th> <th><u># Litter/Debris</u></th> </tr> </thead> <tbody> <tr><td>1988</td><td>130</td><td>19.8</td><td>12,900 pounds</td></tr> <tr><td>1989</td><td>308</td><td>20.5</td><td>21,400 pounds</td></tr> <tr><td>1990</td><td>1,050</td><td>47.0</td><td>34,079 pounds</td></tr> <tr><td>1991</td><td>1,211</td><td>56.0</td><td>18,027 pounds</td></tr> <tr><td>1992</td><td>1,336</td><td>88.0</td><td>65,091 pounds</td></tr> <tr><td>1993</td><td>1,083</td><td>90.0</td><td>29,864 pounds</td></tr> <tr><td>1994</td><td>579</td><td>30.0</td><td>17,906 pounds</td></tr> <tr><td>1995</td><td>880</td><td>50.0</td><td>40,926 pounds</td></tr> <tr><td>1996</td><td>1,399</td><td>94.8</td><td>64,022 pounds</td></tr> <tr><td>1997</td><td>1,307</td><td>109.5</td><td>66,803 pounds</td></tr> <tr><td>1998</td><td>1,607</td><td>81.0</td><td>77,522 pounds</td></tr> <tr><td>1999</td><td>2,807</td><td>225.25</td><td>115,511 pounds</td></tr> <tr><td>2000</td><td>3,970</td><td>420</td><td>124,999 pounds</td></tr> <tr><td>2001</td><td>3,821</td><td>264</td><td>182,818 pounds</td></tr> </tbody> </table>	<u>Year</u>	<u># Vols</u>	<u># Miles</u>	<u># Litter/Debris</u>	1988	130	19.8	12,900 pounds	1989	308	20.5	21,400 pounds	1990	1,050	47.0	34,079 pounds	1991	1,211	56.0	18,027 pounds	1992	1,336	88.0	65,091 pounds	1993	1,083	90.0	29,864 pounds	1994	579	30.0	17,906 pounds	1995	880	50.0	40,926 pounds	1996	1,399	94.8	64,022 pounds	1997	1,307	109.5	66,803 pounds	1998	1,607	81.0	77,522 pounds	1999	2,807	225.25	115,511 pounds	2000	3,970	420	124,999 pounds	2001	3,821	264	182,818 pounds
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Status	Annual event hosted by Clean Virginia Waterways.																																																												
Information or Material Available	<p>Web page: www.longwood.edu/cleanva/ Data from previous events. Event guides. Cleanup Site Captain/Volunteer/sponsor sign up sheets. Data Cards for the events. Pocket Guide to Marine Debris. Cleanup promotional posters.</p>																																																												
Contact	<p>Clean Virginia Waterways Katie Register (434) 395-2602 email: cleanva@longwood.edu</p>																																																												

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Project 2001	“Virginia, Take Pride as You Ride” Promotion
Services	Clear Channel Communications (Charlottesville) designed and implemented a regional litter awareness promotion using member radio stations for PSAs and litter pickup events coverage.
Utilization	Radio network ran a number of PSAs, varied by station format and target audiences, presenting litter facts and asking the listeners to “Take Pride as You Ride”. Each station also solicited listeners to nominate sections of road for a litter pickup event with about 200 nominations received. CCC then picked one or two in each service area for an event, and promoted the dates and times on the radio. CCC worked with the local litter coordinator, the VDOT Adopt-A-Highway contact, and volunteer/service groups in each area to promote and staff the events. CCC hosted on-site remote broadcasts for each event, and provided food, beverages and various prizes for the participants. A total of 9 events were conducted.
Status	Complete.
Information or Material Available	None.
Contact	None

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Project 1999	Regional Recycling and Litter Prevention Education Outreach Project
Services	County of Frederick designed and implemented an educational outreach campaign for 5 th grade students on recycling and litter prevention.
Utilization	Campaign consisted of organized curriculum activities in the schools, a tour of the landfill, and the distribution of information to the students about waste reduction, reuse and recycling as well as littering. Students were asked to write an essay on the importance of protecting the environment. Winning essays were broadcast by a local radio station along with airing of “The Recycle Rap”. Program also sponsored a poster contest.
Status	Recycling and litter prevention education continues.
Information or Material Available	Information on resources used and contact information. Script and cassette of “The Recycle Rap” may be available. 5 th grade Activity Guide (SOL compliant).
Contact	Gloria Puffinburger Recycling Coordinator, Frederick County (540) 665-5643 Email: gpuffinb@co.frederick.va.us

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Project 2002	Recycling Containers for James River Park
Services	Friends of James River Park working with local boy scouts designed and built wooden enclosures to house and protect litter and recycling containers.
Utilization	Group built and delivered 6 recycling/litter enclosures to James River Park in 2002.
Status	Complete.
Information or Material Available	Plans for wooden enclosures.
Contact	Carter Taylor Friends of James River Park (804) 285-1867

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Project 2000	Adopt-A-Bridge Program Guide
Services	Friends of the North Fork of the Shenandoah River worked with VDOT and volunteers to identify local bridges that needed to be cleaned up because of litter and/or graffiti. The group sought to establish guidelines for adopting a bridge similar to those for the VDOT Adopt-A-Highway program, and as part of the project they developed a Adopt-A-Bridge Program Guide. Fifteen copies of the program guide were printed and distributed.
Utilization	The group completed the Virginia Adopt-A-Bridge Program Guide in 2000.
Status	Complete.
Information or Material Available	Information on the Virginia Adopt-A-Bridge Program Guide and its use. Copies can be made upon request.
Contact	Ms. Tricia Maier Friends of the North Fork of the Shenandoah River (540) 459-8550 friends@shentel.net

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Project 1999-2000	Educator Training, Litter Prevention and Recycling
Services	The Hampton Clean Community Commission, working with Keep America Beautiful, developed and implemented a series of educator workshops on environmental issues including “Waste In Place” and “ Waste: A Hidden Resource”.
Utilization	An educational resource kit was developed and distributed at the various workshops. Overall, 79 teachers, 6 volunteers and 4 community litter/recycling coordinators were trained in the curriculum materials. Each resource kit included activities for use in the classroom (SOL compliant).
Status	Complete.
Information or Material Available	Planning information only. All resource kits have been distributed.
Contact	Deborah Blanton Hampton Clean Community Commission (757) 727-6394 email: hccc@hampton.gov

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Project 1996, 2000	Clean Shores Program
Services	The Middle Peninsula Planning District Commission developed a Clean Shores/Clean Marina campaign to reduce the amount of debris and litter found in Virginia waterways and in marinas.
Utilization	The PDC developed a number of informational pieces on environmental management, litter prevention and recycling to be posted and distributed through Virginia marinas. Marinas were asked to sign a contract to join the program, and in return recycling containers, litter bags and other materials were provided for use by the boaters using those marinas. The marina was responsible for the proper recycling and/or disposal of materials returned to the litter/recycling containers. Six marinas joined the program: Locklies Marina (Topping), Gray's Point Campground (Topping), Dragon Run (Middlesex County), Port Urbanna Yachting Center, York River Haven (Gloucester Point), and Cook's Landing Marina (Hayes).
Status	On-going.
Information or Material Available	Project information only.
Contact	Lewie Lawrence (804) 758-2311 Email: mppdc@inna.net

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Project 1999	“Don’t Junk and Drive” Interactive CD-ROM
Services	Prince William Clean Community Council designed, produced and distributed a CD-ROM game for use by driver education programs in schools and also distributed an anti-litter booklet entitled "Litter is a Monster of a Problem."
Utilization	CD-ROM video game promoted anti-litter activity and litter awareness. Player “drives” through Pineville and is faced with situations involving litter. Booklet developed by the Virginia Council for Litter Prevention and Recycling to promote litter awareness also distributed.
Status	Complete.
Information or Material Available	Materials still available at the schools. CD ROM “Don’t Junk and Drive” distributed to Virginia Driver Education programs in Fairfax and Prince William Counties along with “Litter is a Monster of a Problem” booklet.
Contact	Janet Ellis Prince William Clean Community Council (703) 792-6272 email: director@pwcleancouncil.org

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Project 1999	“Litter Busters” Educational Curriculum
Services	The Rivanna Solid Waste Authority developed a “Litter Busters” curriculum program for their member schools.
Utilization	Curriculum packets were produced for use by teachers in the member school districts. Packet consisted of five 30-minute lessons and bulletin board activities/materials. Thirty-two presentations of the material were made in 19 elementary schools, and 51 teachers used the Litter Busters curriculum in their classes. 7000 anti-litter patches were produced and distributed, and 5000 anti-litter stickers were provided to the schools for their students.
Status	Complete.
Information or Material Available	Information only (on legacy of the Litter Busters curriculum).
Contact	Bruce Edmonds Rivanna Solid Waste Authority (434) 977-2976 email: bedmonds@rivanna.org

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Project 2001	Elementary School Environmental Play
Services	Saltville Elementary School students developed and produced a play on the problem of trash and what to do about it.
Utilization	The students presented the environmental play at two free performances in Smyth County. The script was reproduced and made available to other elementary schools for their use. In addition to this play, the “Kids Against Trash” program contracted for two environmental performers (Billy Jonas and Billy B.) to visit the county schools. The county also hosted its first Environmental Forum in Chilhowie on the issues of litter and recycling.
Status	Complete.
Information or Material Available	Script of the play “Citizens Against Trash to the Rescue”.
Contact	Janice Phillips Saltville Elementary School (276) 496-4751 Email: janicephillips@comcast.net

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Project 2001-2003	“Litter. It Just Isn’t Natural” (Litter Awareness Campaign)
Services	DEQ contracted for the development of a new statewide litter awareness campaign. Campaign was launched May of 2002.
Utilization	<p>The Litter Control and Recycling Fund Advisory Board, the Virginia Council for Litter Prevention and Recycling, the Natural Resources Secretariat, the Wildlife Center of Virginia and the Virginia Department of Environmental Quality kicked off the campaign at 1:00 P.M. on Friday, May 10, 2002 at the Bell Tower on the grounds of the State Capitol in Richmond.</p> <p>The theme of the campaign is Litter. It Just Isn't Natural, and reflects the growing concern over litter as a safety hazard to innocent people, wildlife and the environment. The goal of the campaign is to raise awareness about littering and its harmful impacts on living things so that people will stop littering.</p> <p>The campaign, under development since July of 2001, is the result of the combined efforts of litter coordinators, environmentalists, the Litter Control and Recycling Fund Advisory Board, the Department of Environmental Quality, and citizens to provide a new focus for litter prevention efforts in the Commonwealth. This is the first comprehensive statewide litter campaign in more than a decade.</p> <p>The Contractor, Siddall, Inc., used focus groups, message testing and benefits analysis to create the new campaign. SMC developed outreach materials including a TV ad, a radio PSA, a campaign poster, and the campaign logo/icon along with a campaign manual for use by litter coordinators across the state. Phase 2 of the contract will deliver media and partnership training to coordinators across the state to maximize the educational outreach opportunities for the campaign. Posters and stickers will be printed and distributed to coordinators for use in their programs.</p>
Status	Phase 2 of campaign under contract February 2003-February 2004.
Information or Material Available	Campaign materials were and are being distributed to local litter/recycling coordinators. For your coordinator visit this web site: www.deq.state.va.us/recycle/rcontacts.html
Contact	<p>Steve Coe - or - Your local litter/recycling coordinator</p> <p>Virginia DEQ (804) 698-4029 www.deq.state.va.us/recycle/rcontacts.html</p> <p>gscoe@deq.state.va.us</p>

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Project 2001	“Who Wants to be an Environmental Millionaire?” Interactive CD-Rom Project
Services	Spotsylvania County Clean Community Council designed, produced and distributed a number of informational pieces on the topics of litter prevention and recycling. Materials produced included a CD-ROM game for use in the schools (K-8) and a resource kit entitled “Protecting the World Around Us”.
Utilization	Both the CD-ROM and the resource kits were produced and distributed to the Virginia Council for Litter Prevention and Recycling coordinator members (approximately 170 each). An educator’s guide was also prepared to use with the resource kit.
Status	Complete.
Information or Material Available	CD ROM “Who Wants To Be An Environmental Millionaire?” and the Resource Kit “Protecting the World Around Us” were distributed to local coordinators. For your coordinator visit this web site: www.deq.state.va.us/recycle/rcontacts.html
Contact	Clara Mills Spotsylvania Clean Community Council (540) 582-7055, ext. 377 email: cmills@spotsylvania.va.us

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Project 1996	Composting Training for 4-H Youth
Services	The Smith Mountain Lake 4-H Education Center developed a statewide initiative aimed at litter prevention and recycling.
Utilization	4-H students across the state participated in the composting project and were provided materials/training on: <ol style="list-style-type: none"> 1) solid waste and how problems related to waste disposal can affect communities and the environment; 2) waste reduction strategies; 3) how composting can reduce wastes as well as providing a valuable resources for citizens/farmers; and 4) developing and maintaining a compost area at the 4-H educational center(s). <p>From this project the students were to develop outreach plans to communicate litter prevention and recycling information to their communities, including parents, family members, neighbors and other citizens.</p>
Status	Complete.
Information or Material Available	Composting information included in the 4-H curriculum materials.
Contact	Becky Gilles, Director of Programs Smith Mountain Lake 4-H Educational Center (504) 721-2759 www.ext.vt.edu/resources/4h/smithmt/

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<p>Project 1996-2002</p>	<p>Virginia Council for Litter Prevention and Recycling Projects and Programs</p>
<p>Services</p>	<p>Since its creation in 1995 the Virginia Council has worked to provide the localities' litter and recycling coordinators with educational materials, training opportunities and other assistance to keep their programs viable. The Council has been active in applying for and utilizing grants from the Litter Control and Recycling Fund.</p>
<p>Utilization</p>	<p>The various grant projects of the Virginia Council include: 1996: ordering and distribution of "premiums" for use by the coordinator network (litter bags, educational stickers, rulers for example). 1998: ordering and distribution of "premiums" for use by the coordinator network. 1999: Critters Don't Need Litter project. The Council worked with the Wildlife Center of Virginia on a series of in-school presentations on litter and its effect on wildlife. 539 K-5 presentations to over 126,000 students in 41 participating localities. 2000: Critters Don't Need Litter project continued. Over 51,000 students and 3500 adults received program. 2002: 1) Litter Enforcement Video/Manual. Development and distribution of a video with manual explaining Virginia litter laws and enforcement strategies. Copies of material distributed to the litter coordinators, Virginia State Police, Sheriffs Association and others. 2) Field Day Event Guide. 1000 Educator's Guides to Planning a Field Day Event were developed, printed and Distributed to the litter coordinator network for use in Schools. 3) ordering and distribution of "premiums" for use by the coordinator network.</p>
<p>Status</p>	<p>Litter prevention and recycling educational outreach programs are on-going at the local level.</p>
<p>Information or Material Available</p>	<p>Materials which may be available: premiums (litter bags, backpack tags, stickers, erasers, rulers, environmental information slides, etc), Field Day Event Guide, Litter Enforcement Video and Manual, and environmental brochures. For specific LP&R locality contact information use the following web page link: www.deq.state.va.us/recycle/citycountylist.html</p>
<p>Contact</p>	<p>The Virginia Council for Litter Prevention and Recycling Deborah Blanton, 2002-03 President (757) 727-6394. Email: hccc@hampton.gov</p>

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Project 2000-2002	Project Learning Tree
Services	The Department of Forestry used grant funding to expand the outreach possibilities for its Project Learning Tree Program.
Utilization	Utilizing its own Project Learning Tree material supplemented by Pollution Solutions and Municipal Solid Waste curriculum materials the Department sponsored over 270 PLT educator workshops. Each participant (over 1400) received PLT/PS resource guides for use in educational outreach to schools and environmental groups.
Status	On-going.
Information or Material Available	Educational brochures and informational pieces. www.dof.state.va.us/coned/index.shtml www.plt.org www.cnr.vt.edu/plt
Contact	Department Of Forestry Sandston (Henrico County) Office Lisa Deaton (804) 328-3031 Email: deatonl@dof.state.va.us

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Project 1997, 1999	Litter and Recycling Awareness Educational Outreach Program
Services	The Virginia Radio Network designed and implemented litter/recycling awareness outreach programs in cooperation with the Virginia Council and Public Service Authorities.
Utilization	1997: Developed and aired “Back to Basics” PSAs to educate Virginians about environmental stewardship, litter prevention, recycling, household hazardous waste, and management of yard wastes. Broadcasts reached 89 Virginia jurisdictions at an estimated delivery of over 1.3 million times on 57 radio stations statewide. Promotional items were also distributed through the coordinator network. 1999: Rox Fox Litter Prevention and Recycling Promotion. VRN working with Virginia Public Service Authorities developed and implemented a new anti-litter and recycling educational campaign. Rox “Enviro” Fox character complete with Rox Fox booklets (coloring books) and PSAs for broadcast by VRN network. 200,000 Rox Fox booklets distributed through the PSA network. Estimated 20,000 environmental spots broadcast by VRN.
Status	Complete
Information or Material Available	Project Information from VRN. Public Service Authorities may be contacted about any remaining materials: Central Virginia Waste Management Authority; Virginia Peninsula Public Service Authority; Southeast Public Service Authority; Roanoke Valley Resource Authority; Montgomery Regional Solid Waste Authority; Rivanna Solid Waste Authority; and Wise County Clean Community.
Contact	VRN Beth Johnston (804) 474-0000 email: bjohnston@peoplepc.com

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Project 1998	Recycling Manual
Services	The Virginia Recycling Association developed, printed and distributed Virginia's Manual on the Business of Recycling.
Utilization	The VRA identified the need for a citizens and business guide about recycling in the Commonwealth. The manual included the following information: <ol style="list-style-type: none"> 1) the common roles of business and government in promoting and developing recycling in Virginia, 2) guidance on doing business in Virginia, 3) working with local government recycling programs, 4) conducting a waste/recycling audit, 5) resources for recycling information, 6) identifying recyclable materials, 7) buying recycled, and 8) a time line of recycling initiatives in Virginia.
Status	Complete
Information or Material Available	Information from Manual; manual is out of print and not available. Links to additional informational resources on recycling.
Contact	VRA Georgiana Ball (2002-03 President) (804) 236-2781 www.vrarecycles.org

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Project 1996-1999	Environmental Conservation Educational Outreach Programs
Services	The Virginia Resource-Use Education Council developed, promoted and delivered environmental conservation educational materials to teachers and other groups through workshops and other training opportunities in order to forge partnerships between local programs and school districts.
Utilization	Train the Trainers project. In 1999 the VRUEC reported it trained 200 educators from 42 localities. It is estimated that these educators reached over 50,000 students with hands-on environmental lessons and activities. Over 1000 copies of the Pollution Solutions curriculum have been distributed. The VRUEC with the help of the Dept of Education produced a comprehensive guide to Virginia's Natural Resources that was distributed to each litter prevention and recycling program manager.
Status	On-going in conjunction with Project Learning Tree (Dept of Forestry) and VaNaturally programs.
Information or Material Available	Program guides and environmental educational pieces. Primary information at www.vanaturally.com , then link to Teachers/Students web page for specific resource information.
Contact	Virginia Resource-Use Education Council Susie Gilley (804) 367-0188 email: vanaturally@deq.state.va.us

**Virginia Litter and Recycling Educational Projects – 1996-2003
Available Information and Services**

Project 2002	Auntie Litter
Services	Wise County developed and implemented a Virginia-based Auntie Litter educational outreach campaign to deliver litter and recycling awareness messages to citizens.
Utilization	Wise County contracted with Auntie Litter, Inc. to train and mentor a Virginia-based volunteer (Carol Moore) as the Auntie Litter representative. The original Auntie Litter (Pat Mitchell) came to Virginia for a number of appearances to support Carol's work. The program delivered 71 assemblies and appearances at 6 other community/state events, reaching an estimated 19,000+ students and adults. The project also provided a teaching kit for each of the 11 localities visited. Each school received an activity sheet, litter bag, and bookmark for each student attending the assemblies, and schools received an audio cassette or video tape of the program.
Status	Program in review.
Information or Material Available	Informational material on program only. Resource links for Auntie Litter.
Contact	Wise County Clean Team Carol Green (276) 328-1000 email: keepwisecobeautiful@wisecounty.org